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09/788,491	02/21/2001	Yumiko Nakano	826.1677/JDH	6762

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EXAMINER

ABEL JALIL, NEVEEN

ART UNIT

PAPER NUMBER

2175

DATE MAILED: 02/27/2003

4

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/788,491

Applicant(s)

NAKANO ET AL

Examiner

Neveen Abel-Jalil

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-18 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-18 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. §§ 119 and 120

- 13) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).

a) ☐ The translation of the foreign language provisional application has been received.

- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 2.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other:

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## DETAILED ACTION

### *Specification*

1. The title of the invention is not descriptive. A new title is required that is clearly indicative of the invention to which the claims are directed.

The following title is suggested: Information searching apparatus and method for online award entry.

### *Claim Rejections - 35 USC § 103*

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eggleston et al. (U.S. Patent No. 6,061,660) further in view of De La Huerga et al. (U.S. Patent No. 5,895,461).

As to claims 1, and 13, Eggleston et al. discloses an information searching apparatus for searching location information that represents the location of content information which is concerned with a keyword transmitted from a user's terminal apparatus (See column 12, lines 21-57, wherein "information searching apparatus" reads on "web browser", and wherein "searching location information" reads on "locate the consume site", and wherein "content information"

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reads on” by company, by type of incentive, by type of prize, etc.”, and wherein “user’s terminal” reads on “ consumer’s computer”), comprising:

a creating unit creating a database for storing location information of predetermined content information (See column 6, lines 47-67, wherein “creating unit” reads on “incentive builder application program”); and

a searching unit for searching the database for a keyword (See column 12, lines 49-67, wherein “searching unit” reads on “customer website... permits the customer to search”) that is input to a search keyword input field of a predetermined web page browsed with the user's terminal apparatus (See column 6, lines 1-12, wherein “input field” reads on “graphical user interface”, and wherein “user’s terminal” reads on “client computer”).

Eggleston et al. does not disclose of which the location on the network is unpublished.

De La Huerga et al. discloses of which the location on the network is unpublished (See column 9, lines 55-67, and column 10, lines 1-20).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Eggleston et al. to include of which the location on the network is unpublished.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Eggleston et al. by the teaching of De La Huerga et al. to include of which the location on the network is unpublished because storing all information published and unpublished allows for efficient modification and editing and security of records prior to publication (See De La Huerga et al. column 9, lines 55-67).

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As to claim 2, Eggleston et al. as modified discloses wherein the content information whose location information is unpublished (See De La Huerga et al. column 9, lines 55-67, and column 10, lines 1-20) is award entry information (See Eggleston et al. column 33, lines 56-65, also see column 35, lines 60-67).

As to claim 3, Eggleston et al. as modified discloses wherein the web page contains a keyword with which the location information of the award entry information is obtained as a search result of said searching unit (See column 16, lines 32-67, and column 17, lines 1-8, wherein "location information" reads on "link to a page containing information", and wherein "award entry" reads on "incentive program").

As to claim 4, Eggleston et al. as modified discloses wherein when a plurality of records of the location information are obtained as the search result corresponding to the keyword (See column 15, lines 27-56, wherein "location information" reads on "URL for the award site"), said searching unit outputs rankings corresponding to the correlation of content information represented by the location information and the keyword (See column 12, lines 49-67, wherein "searching unit" reads on "customer website...permits the customer to search"), and

wherein the award entry information is highly correlated with the keyword contained in the web page (See column 15, lines 50-56, wherein "award entry information" reads on "obtain particular prize", and wherein "highly correlated" reads on "linked", and wherein "web page" reads on "consumer site and the sponsor side", also see column 12, lines 38-48).

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As to claim 5, Eggleston et al. as modified discloses wherein the award entry information contains an input field in which the keyword is input (See column 12, lines 49-67, wherein “award entry” reads on “incentive program”) and is described in HTML (HyperText Markup Language) (See column 11, lines 8-15), and

wherein the award entry information is highly correlated with the keyword contained in the web page in such a manner that the keyword (See column 12, lines 38-48, wherein “correlated” reads on “linked”) is contained in a portion defined in a META tag described in HTML (See column 14, lines 56-67, and column 15, lines 1-8).

As to claim 6, Eggleston et al. as modified discloses wherein the web page contains an award entry keyword, wherein the award entry information is a web page containing an award keyword input field in which the entry keyword is input (See column 15, lines 50-56, wherein “award entry information” reads on “obtain particular prize”, and wherein “keyword input field” reads on “search site by topic or keyword”, also see column 12, lines 38-48), and

wherein the apparatus further comprises determining unit determining whether or not the award entry has been performed by inputting the entry keyword in the entry keyword input field (See column 14, lines 6-49, wherein “determining unit” reads on “a sponsor...is asked to select among various types... application program of the host program”, and wherein “award entry” reads on “incentive program”, and wherein “inputting the entry keyword” reads on “characteristics selected by the sponsor”).

As to claim 7, Eggleston et al. as modified discloses further comprising

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a search entry summing unit summing the number of entries (See column 31, lines 25-50, wherein “summing unit” reads on “categorized by a number of different characteristics”) for each keyword that have been input in the search keyword input field and searched by said searching unit (See column 34, lines 20-53, wherein “search keyword input field” reads on “define the characteristics of a particular incentive program”, also see column 27, lines 29-59).

As to claims 8, and 14, Eggleston et al. discloses an information server (See column 6, lines 1-12), connected to a network, for transmitting stored information to the network (See column 3, lines 43-67, wherein “stored information” reads on “database”), comprising:

a search keyword input page transmitting unit transmitting a web page to a user's terminal apparatus (See column 15, lines 27-56, wherein “transmitting unit transmitting a web page” reads on “URL for the award site”), the web page containing a search keyword input field in which a keyword is input (See column 16, lines 32-67, wherein “keyword is input” reads on “search by keyword... query”), the keyword causing an information searching apparatus to search location information representing the location of content information on the network (See column 15, lines 27-56, wherein “location of content information on the network” reads on “URL for the award site”); and

transmitting unit transmitting content information, to the user's terminal apparatus corresponding to a request issued by the user's terminal apparatus (See column 10, lines 28-54, wherein “transmitting unit” reads on “connected by a telecommunications connection”, and wherein “a request issued “ reads on “web browser”, and wherein “user's terminal apparatus” reads on “client”), when a keyword is input to the search keyword input field of the web page

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browsed on the user's terminal apparatus (See column 12, lines 49-64, wherein "search keyword input field" reads on "query" and wherein "user's terminal apparatus" reads on "the consumer site"), the keyword causing the information searching apparatus to search the location information of the content information (See column 15, lines 27-56, wherein "information searching apparatus" reads on "search the site via topic or keyword").

Eggleston et al. does not disclose a location unpublished information, of which the location on the network is unpublished.

De La Huerga et al. discloses of which the location on the network is unpublished (See column 9, lines 55-67, and column 10, lines 1-20).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Eggleston et al. to include a location unpublished information, of which the location on the network is unpublished.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Eggleston et al. by the teaching of De La Huerga et al. to include a location unpublished information, of which the location on the network is unpublished because storing all information published and unpublished allows for efficient modification and editing and security of records prior to publication (See De La Huerga et al. column 9, lines 55-67).

As to claim 9, Eggleston et al. as modified discloses wherein the content information whose location is unpublished (See De La Huerga et al. column 9, lines 55-67, and column 10, lines 1-20, wherein "location" reads on "URL") is award entry information (See column 33, lines



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56-65, also see column 35, lines 60-67, wherein “award entry information” reads on “incentive program”),

wherein an award entry keyword appears on the web page (See column 15, lines 50-56, also see column 12, lines 38-48), wherein the content information transmitted from said location unpublished information (See De La Huerga et al. column 9, lines 55-67, and column 10, lines 1-20) transmitting unit contains a web page containing an entry keyword input field in which the entry keyword is input (See column 16, lines 32-67, wherein “keyword is input” reads on “search by keyword... query”), and

wherein the information server further comprises an accepting unit determining whether or not an award entry keyword that has been input in the entry keyword input field is the same as a search keyword that has appeared on a web page containing a search keyword input field an accepting an award entry when they are the same when the award entry is transmitted from the user's terminal apparatus through the network (See column 5, lines 47-67, and column 6, lines 1-20, wherein “accepting unit determining” reads on “satisfies certain pre-determine a criteria”, and wherein “user's terminal apparatus” reads on “client...customer's computer”, also see column 12, lines 40-67, wherein “is the same as” reads on “provides status information for the consumer regarding participation in the host incentive programs”).

As to claim 10, Eggleston et al. as modified discloses wherein said keyword input page transmitting unit changes the entry keyword whenever said keyword input page transmitting unit transmits a web page containing the search keyword input field (See column 10, lines 28-54,

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wherein “transmitting unit” reads on “connected by a telecommunications connection”, and wherein “web page containing the search keyword input field” reads on “web browser”).

As to claims 11, and 15, Eggleston et al. discloses a user's terminal apparatus, connected to a network (See column 5, lines 47-67, and column 6, lines 1-20, wherein “accepting unit determining” reads on “satisfies certain pre-determine a criteria”, and wherein “user's terminal apparatus” reads on “client...customer's computer”), comprising:

a web page browsing unit browsing a web page containing a search keyword input field in which a keyword is input, the keyword causing an information searching apparatus to search location information representing the location of content information (See column 15, lines 27-56, wherein “web page browsing unit “ reads on “web browser” and wherein “information searching apparatus” reads on “to search the site via topic or keyword”, also see column 27, lines 29-59); and

a search keyword transmitting unit transmitting the keyword that has been input in the search keyword input field to the information searching apparatus (See column 10, lines 28-54, wherein “transmitting unit “ reads on “connected by a telecommunications connection”, also see column 12, lines 49-64, wherein “search keyword input field” reads on “query”, and wherein “information searching apparatus” reads on “web browser”).

Eggleston et al. does not disclose of which the location on the network is unpublished.

De La Hueraga et al. discloses of which the location on the network is unpublished (See column 9, lines 55-67, and column 10, lines 1-20).

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Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Eggleston et al. to include of which the location on the network is unpublished.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Eggleston et al. by the teaching of De La Huerga et al. to include of which the location on the network is unpublished because storing all information published and unpublished allows for efficient modification and editing and security of records prior to publication (See De La Huerga et al. column 9, lines 55-67).

As to claim 12, Eggleston et al. as modified discloses wherein the content information whose location is unpublished (See De La Huerga et al. column 9, lines 55-67, and column 10, lines 1-20) is award entry information (See column 33, lines 56-65, also see column 35, lines 60-67, wherein “award entry information” reads on “incentive program”),

wherein an award entry keyword appears on the web page (See column 15, lines 50-56, also see column 12, lines 38-48), and wherein the user's terminal apparatus further comprises:

an entry keyword transmitting unit transmitting the keyword that has been input in the entry keyword input field to the network (See column 10, lines 28-54, wherein “transmitting unit” reads on “connected by a telecommunications connection”, and wherein “keyword input field” reads on “web browser”).

As to claims 16, 17, and 18, Eggleston et al. discloses a computer readable storing medium for storing an information searching program (See column 48, lines 1-21, wherein

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“computer readable storing medium” reads on “a database located on the server of the host computer”, also see column 27, lines 28-59, wherein “information searching program” reads on “search applications”), a computer data signal embodied in a carrier wave and representing an information searching program that causes a computer to perform a control operation for searching location information that represents the location of content information which is concerned with a keyword transmitted from a user's terminal apparatus (See column 12, lines 21-57, wherein “information searching apparatus” reads on “web browser”, and wherein “searching location information” reads on “locate the consume site”, and wherein “content information” reads on “by company, by type of incentive, by type of prize, etc.”, and wherein “user's terminal apparatus” reads on “consumer's computer”), the information searching program comprising:

directing the computer to create a database for storing location information of predetermined content information (See column 6, lines 1-30); and

directing the computer to search the database for a keyword that is input to a search keyword input field of a predetermined web page browsed with the user's terminal apparatus (See column 12, lines 20-67, wherein “predetermined web page” reads on “in addition to registration, the consumer site”).

Eggleston et al. does not disclose of which the location on the network is unpublished.

De La Huerga et al. discloses of which the location on the network is unpublished (See column 9, lines 55-67, and column 10, lines 1-20).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Eggleston et al. to include of which the location on the network is unpublished.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified Eggleston et al. by the teaching of De La Huerga et al. to include of which the location on the network is unpublished because storing all information published and unpublished allows for efficient modification and editing and security of records prior to publication (See De La Huerga et al. column 9, lines 55-67).

### *Conclusion*

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Blinn et al. (U.S. Patent No. 5,999,914)

Lee et al. (U.S. Patent No. 6,466,970).

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Neveen Abel-Jalil whose telephone number is 703-305-8114. The examiner can normally be reached on 8:00AM-4:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dov Popovici can be reached on 703-305-3830. The fax phone numbers for the organization where this application or proceeding is assigned are 703-746-7239 for regular communications and 703-746-7240 for After Final communications.


Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.

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Neveen Abel-Jalil  
February 24, 2003

  
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